

- 7:00 – 7:55 **Registration**
- 7:55 – 8:00 **Why Is Asthma Important?**
Donald W. Lewis, MD, Chair, Department of Pediatrics, Eastern Virginia Medical School
- 8:00 – 8:55 **Pediatric Grand Rounds Lecture**
Can the 2007 National Heart, Lung, and Blood Institute Asthma Guidelines Lead to Better Asthma Management in Children?
Barbara Yawn, MD, MS, MSc, Director, Department of Research, Olmsted Medical Center, Rochester Minnesota
- 9:00 – 9:50 **Managing Environmental Triggers in Asthma**
Peyton Eggleston, MD, Professor of Pediatrics, Johns Hopkins University
- 9:50 – 10:05 **Break**
- 10:05 - 10:55 **The Public Health Response to Asthma**
Michael A. McGeehin, PhD, MSPH, Director, Division of Environmental Hazards and Health Effects, National Center for Environmental Health, Centers for Disease Control and Prevention
- 10:55 - 11:40 **Practice Issues in Asthma Prevention and Treatment**
Kurtis S. Elward, MD, MPH, FAAFP, Assistant Professor of Research in Family Medicine, University of Virginia
- 11:40-12:00 **Ask the Experts: Open Question & Answer Session with Featured Speakers**
Cynthia Kelly, MD, FAAP, Associate Professor of Pediatrics, Eastern Virginia Medical School, Director, Pediatric Allergy and Immunology, Children's Hospital of the King's Daughters
- 12:00-1:00 **Lunch**
- 1:00-1:40 **Best Practices & Community Engagement in Virginia's Prevention & Treatment of Asthma**
*Amy Paulson, Director, Consortium for Infant and Child Health
 Ryan Ehrensberger, MPH, Director, Controlling Asthma in the Richmond Metropolitan Area (CARMA) Coalition*
- 1:40 – 1:50 **Break**
- 1:50-2:30 **The Virginia Department of Health's Response to Asthma**
Carol Stanley, MS, CPHQ, Manager, Virginia Asthma Control Project, Virginia Department of Health, Division of Chronic Disease, Prevention, and Control
- 2:30-2:55 **Moderated State Action Discussion & Town Hall Meeting**
Carol Stanley
- 2:55 – 3:00 **Closing**

Objectives

Through presentations from local and national experts and group discussion, the objective of the Pediatric Asthma Conference is to provide statewide practitioners with the updated National Heart, Lung, and Blood Institute Guidelines for the Diagnosis and Management of Asthma, including the tools and strategies to address the burden of asthma on communities.

Target Audience

This program is intended for statewide pediatricians and family practice physicians, residents, nurses, public health providers, and other allied health professionals who work with children affected by asthma.

Accreditation

CHKD is accredited by the Medical Society of Virginia to sponsor continuing medical education for physicians.

CME Credits

Children's Hospital of The King's Daughters designates this educational activity for a maximum of 5.5 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Driving Directions

From Norfolk International Airport, take I-64 East to I-264 West to Waterside Drive (Exit 9). Follow Waterside Drive as it becomes Boush Street. Turn left onto Brambleton Avenue. Turn right onto Colley Avenue. Turn left onto Olney Road and park in the garage on the left. To get to the auditorium, enter through Children's Hospital of the King's Daughters, go to the second floor, and follow the signs.

Parking

Parking is provided for a maximum of \$8.00 in the Visitor Garage on Olney Road across from the Jones Institute/Brickell Library buildings on the campus of Eastern Virginia Medical School.

Registration

Registration will take place online. To register, please go to <http://pediatrics.evms.edu> and click on the link labeled "Virginia Pediatric Asthma Conference Registration."

Conference seating is limited. Please register early to ensure attendance.

Registration deadline:

July 1, 2007, or when all spaces have been reserved.

This conference is being offered in conjunction with Pediatric Grand Rounds at EVMS/CHKD. Due to limited seating for the day-long event, we ask that everyone register for the event. We are unable to accommodate unregistered attendees.

Conference attendance is free to participants. Please note that no-shows will be charged a non-attendance fee of \$30 to cover resources reserved but not utilized. Please call to cancel registration by July 20th.

For more information, contact us at:

Phone: 757-668-6495

Fax: 757-668-6475

Email: CINCH@evms.edu

Special Services for the Conference

If special arrangements are required for an individual with a disability to attend this conference, please call 757-668-6495.

Featured Speakers:

Barbara Yawn, MD, MS, MSc, is a family physician who devotes the majority of her time to clinical and translational research. Her current areas of research interest include postpartum depression, asthma, and COPD. She is a member of the Expert Review Panel that has developed the 2007 NHLBI Guidelines for asthma, a member of the US Preventive Services Task Force, and is co-chair of the US COPD Coalition. Dr. Yawn is also the author of more than 150 peer reviewed articles.

Peyton Eggleston, MD is a Professor of Pediatrics at Johns Hopkins University in the School of Medicine and of Environmental Health Sciences in the School of Public Health. His research interest has been the contribution of IgE-mediated inflammation to chronic asthma and the characterization of home environmental allergens and their relation to acute and chronic airway disease. He participated in the National Cooperative Inner City Asthma Study and directed the Center for Children's Environmental Health at the Johns Hopkins University, sponsored by the National Institute of Environmental Health Sciences and Environmental Protection Agency. His CV lists over 200 publications and he serves on the editorial board of the Journal of Allergy and Clinical Immunology.

Michael McGeehin, PhD, MSPH, is a Distinguished Consultant at the Centers for Disease Control and Prevention and serves as Director, Division of Environmental Hazards and Health Effects of the National Center for Environmental Health. He is also an Adjunct Professor at Emory University School of Public Health. Dr. McGeehin has been a scientist with the CDC for over 28 years and has spent most of that time working on environmental health issues. Dr. McGeehin also served as co-chair of the Human Health Sector for the U.S. National Assessment Team, responsible for assessing the human health effects resulting from global climate change.

Kurtis S. Elward, MD, MPH, is in private practice in Charlottesville, VA, where he practices Family Medicine. He holds an academic appointment as Assistant Professor of Research in Family Medicine at the University of Virginia. He serves on the AAFP Commission on Science and is as a member of the National Asthma Education and Prevention Panel Coordinating Committee as well as its Guidelines Implementation Panel. He is also a member of The Joint Commission Child Asthma Care Advisory Panel. He served as co-faculty for the American Academy of Family Physicians' National Asthma Collaborative, and helped lead the program to highly successful outcomes in key measures of asthma care. He is now heading the development of a large scale practice improvement program in VA..

Continuing Education Credits Offered

Virginia Pediatric Asthma Conference

**Thursday,
July 26, 2007
8:00 am – 3:00 pm**

**Sentara Norfolk
General Hospital
Brickhouse Auditorium
Norfolk, VA 23507**

**Hosted by the
Consortium for Infant and
Child Health (CINCH)**

**Sponsored by the
Virginia Department of
Health, Asthma Control
Project**

*The lead agency for CINCH is Eastern Virginia
Medical School.*